



For Immediate Release

June 10, 2021

LUMINOCITY Ignites Art and Technology in Cleveland

Mayor, Local Arts and Education Leaders Light Up Holiday Season with Gift to City on Dec. 2

CLEVELAND, OHIO (Nov. 20, 2003) — Cleveland Mayor Jane Campbell and leaders from Cleveland Public Art (CPA), The Cleveland Museum of Art (CMA) and Case Western Reserve University/OneCleveland invite the public to join them on Tuesday, Dec. 2, at 5:45 p.m. in National City Plaza across from the Cleveland Trust Building as they light up the holiday season with a unique gift to the city, ***LUMINOCITY: Art and Technology Igniting Cleveland.***

“This event is unlike any other ever seen in the entire history of our city,” says CPA Executive Director Lillian Kuri. “Not only will this be an amazing artistic display, but it truly demonstrates how powerful partnerships between Cleveland institutions can bring new life to our city. We’re excited about being able to give this gift—and create this type of ‘happening’ in Downtown Cleveland.”

Local Institutions Join to Give Three Free Gifts in One

CPA’s ***LUMINOCITY*** unwraps three gifts to the City. The free, never-before-seen lighting event combines art and technology to transform the exterior of the historic Cleveland Trust Building on the corner of East Ninth Street and Euclid Avenue into three distinct illuminated works of public art, including a collection of “Faces of The Cleveland Museum of Art.” The lighting also sparks a free, five-week program series featuring a broad array of daily events hosted by the CMA and CPA, from architectural tours of the building to musical concerts, to distance learning demonstrations and technology dialogs. CMA Director Katharine Lee Reid says, “this is a wonderfully unique way of connecting the citizens of this community with all that the Museum offers in a very meaningful way. We are very proud to join in delivering this gift to the City.”

Long after the lighting and the program series, the City will enjoy the lasting benefits of a free wireless-computing network (WIFI) designed by Case Western Reserve University and OneCleveland. On Dec. 2, OneCleveland will add WIFI to the East 9th and Euclid area, expanding from the already established wireless network in Playhouse Square. When completed this winter, Cleveland’s downtown WIFI will reach from the city’s Playhouse Square to Public Square on Euclid Avenue. This will make this area one of the largest free WIFI corridors in the United States.

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A Treasured Landmark Comes to Life in Lights

The Cleveland Trust Building will be illuminated from Dec. 2, 2003, until Jan. 4, 2004, by three unique images created by internationally renowned lighting design team, **ArtLumiere** (Paris, France) and **Casa Magica** (Tübingen, Germany). Under the direction of Producer Lucette de Rugy and computer-based designers, Friedrich Förster and Sabine Weißinger, the team will project giant, precise, colorful light images transforming the Cleveland Trust Building into an illuminated artistic masterpiece.

Displayed on alternate days, one projection showcases the “Faces of The Cleveland Museum of Art,” featuring images of sculptures and portraits from the Museum’s permanent collection. The second image focuses on technology, visually illustrating the new free wireless-computing network on lower Euclid Avenue. The third image is a conceptual design that transforms the three-dimensional building into a two-dimensional image.

With events through Jan. 4, 2004, the now empty building will come alive with daily music and dance performances, lectures and dialogs as well as general exploration opportunities, Monday through Friday from 11:30 a.m. to 1:30 p.m. and 5 p.m. to 7 p.m. The building’s main entrance is on Euclid Avenue. Please call Cleveland Public Art for ADA Accessibility questions at (216) 621-5330. All events are FREE and open to the public and include:

- Music and dance performances presented by The Cleveland Museum of Art.
- Educational lectures offer historical information on topics such as the architecture of the building and the history of Euclid Avenue.
- Technology lectures featuring wireless network information and advice to businesses and residents.

The entire **LUMINOCITY Program Series** calendar can be seen at www.clevelandpublicart.org or www.clevelandart.org.

Although dormant since 1996, the Cleveland Trust Building is a powerful symbol of Cleveland’s historic past and future potential. Located on the corner of Euclid Ave. and East 9th St., the building has stood since 1908 and remains an enduring symbol of the City’s progressive economic, social, and philanthropic ideals. It was designed by George B. Post, the architect who designed the New York Stock Exchange. The building’s adjoining office tower was designed by Marcel Breuer, the architect who designed CMA’s educational (North) building in 1971.

For more information on LUMINOCITY, call Cleveland Public Art at 216-621-5330 or The Cleveland Museum of Art at 1-800-CMA-0033 or visit either institution online.

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Cleveland Public Art is supported by The Cleveland Foundation, The George Gund Foundation, and the Ohio Arts Council.

Cleveland Public Art (CPA) is an independent organization dedicated to promoting and delivering the highest quality of public design. Based in Cleveland, Ohio, CPA is a community-supported group that brings together designers, (artists, architects, landscape architects, urban designers and planners), decision makers, and interested citizens to plan and execute projects that are vital to the well being of the community. Recent CPA projects in Cleveland include: the Detroit–Superior Bridge Project, Louise Bourgeois’ Spiders on Playhouse Square’s Star Plaza, the Euclid Corridor Transportation Project Public Art Master Plan, and the Cleveland Museum of Art’s renovation public forums with Rafael Vinoly . For more information about Cleveland Public Art please visit www.clevelandpublicart.org.

LUMINOCITY logo design and concept by Nesnadny + Schwartz, Cleveland + New York + Toronto.

The creation of the wireless network is by OneCleveland. OneCleveland is a non-profit organization that creates partnerships among non-profit institutions, organizations, and government agencies who share a common vision and commitment to a digital 21st century Greater Cleveland. OneCleveland’s vision is to provide high-speed connectivity to “anyone, anytime, anywhere.” The organization’s services will support community priorities for learning, job training, research, economic development, and community access to culture.

The Cleveland Museum of Art receives operating support from the Ohio Arts Council and the Institute of Museum and Library Services.

The Cleveland Museum of Art is one of America’s leading comprehensive museums. Its permanent collection is world renowned for its quality and breadth, spanning 6,000 years. The Museum is a significant international forum for exhibitions, scholarship and art acquisitions. For more information on the Museum, its holdings, programs, services and events, call 1-888-CMA-0033 or visit www.ClevelandArt.org.

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CONTACTS:

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The Cleveland Museum of Art (www.ClevelandArt.org): Rob Bruder, Media Relations Coordinator, call (216) 707-2265 or e-mail rbruder@clevelandart.org

Case Western Reserve University (www.cwru.edu): Lev Gonick, Chief Information Officer, call (216) 368-1025 or e-mail lev.gonick@case.edu.

OneCleveland (www.onecleveland.org): Dell Klingensmith, Executive Director, call (216) 368-5897 or email dell.klingensmith@onecleveland.org